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**Miller Zell Acquires Brawerman Marsh Strategic Consumer Package Goods  
Consultancy**

ATLANTA, GA (May 10, 2011) – Miller Zell has completed the acquisition of Brawerman Marsh, a Chicago-based management consulting firm specializing in in-store merchandising analytics. Miller Zell is a leader in retail strategy, store design and implementation. With this acquisition, Miller Zell adds additional consumer package goods (CPG) expertise to an existing retail and consumer knowledge base.

Brawerman Marsh helps its clients determine the rate of return on in-store marketing programs and product displays. With its proprietary *In-store Integration Strategy (ISIS)*, brand managers can understand which in-store programs generate the best return and ultimately the most impact. Brawerman Marsh currently works with companies like Dial/Henkel, SC Johnson and Kraft Foods.

By using aggregated data streams to determine the value of in-store marketing programs, Brawerman Marsh and Miller Zell will enable consumer packaged goods and retail clients to make in-store marketing investment decisions based on ROI and empirical evidence. The unified services of these companies will ensure that in-store merchandising not only reduces supply chain cost but also increases revenue and profitability.

Chip Miller, Vice Chairman of Miller Zell comments, “For years Brawerman Marsh has worked with CPG organizations providing services that positively affect both the top and bottom lines. Miller Zell is pleased to add its unique analytics capabilities to our suite of offerings. We are excited about providing both manufacturers and retailers with tools that enable decision-making based on hard facts.”

**About Miller Zell**

Miller Zell is a leader in integrated store strategy, design, and implementation. The firm’s services include store, graphics, display, and fixtures design, shopper research, design engineering, graphics & fixtures production, and store installation. Miller Zell serves some of the world’s best known retailers and brands. For more than 40 years, Atlanta-based Miller Zell has designed and built award-winning selling environments

across retail sectors including grocery, financial institutions, dealer-based businesses, restaurant chains, consumer products, and mass merchandise.

For more information visit [www.millerzell.com](http://www.millerzell.com) or [www.brawermanmarsh.com](http://www.brawermanmarsh.com) or contact Chip Miller at Miller Zell at 404-526-1367 ([chip.miller@millerzell.com](mailto:chip.miller@millerzell.com)) or Pete Brawerman at 312-822-3445 ([pbrawerman@brawermanMarsh.com](mailto:pbrawerman@brawermanMarsh.com))